

FIG. 2C1

COMPOSITION/EDITORIAL MODE

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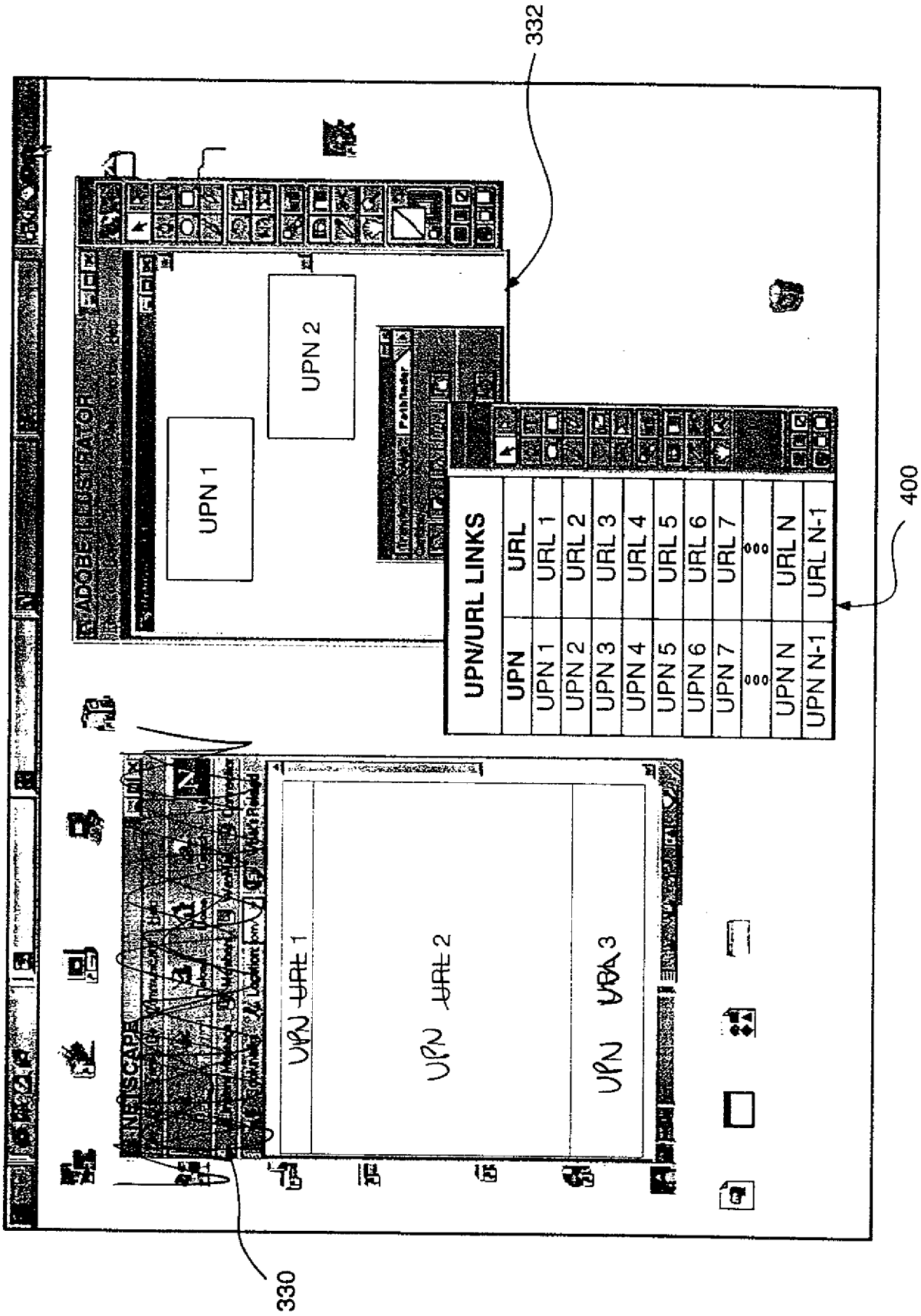


FIG. 2E4

UPN/URL DATA LINKING MODE

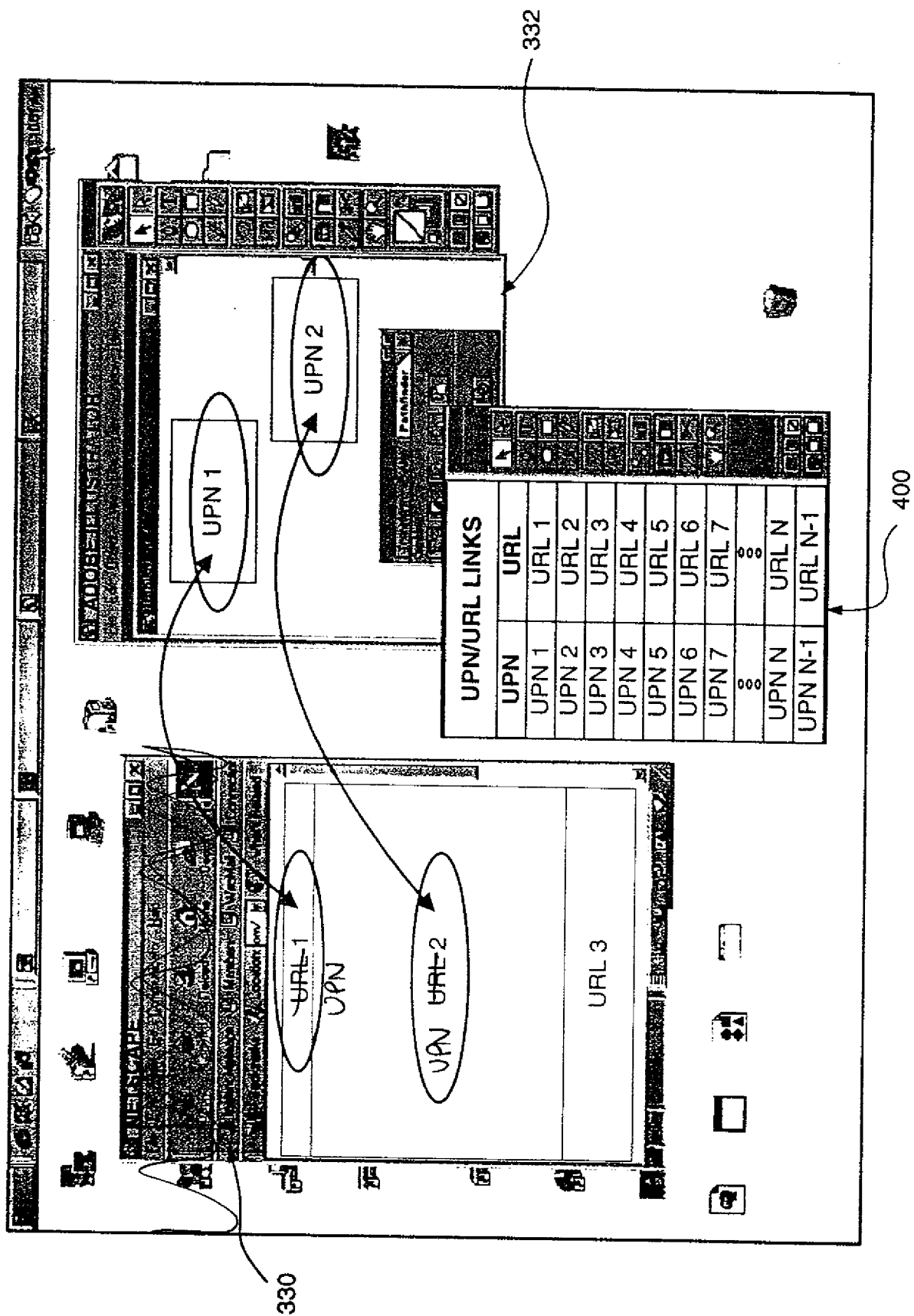
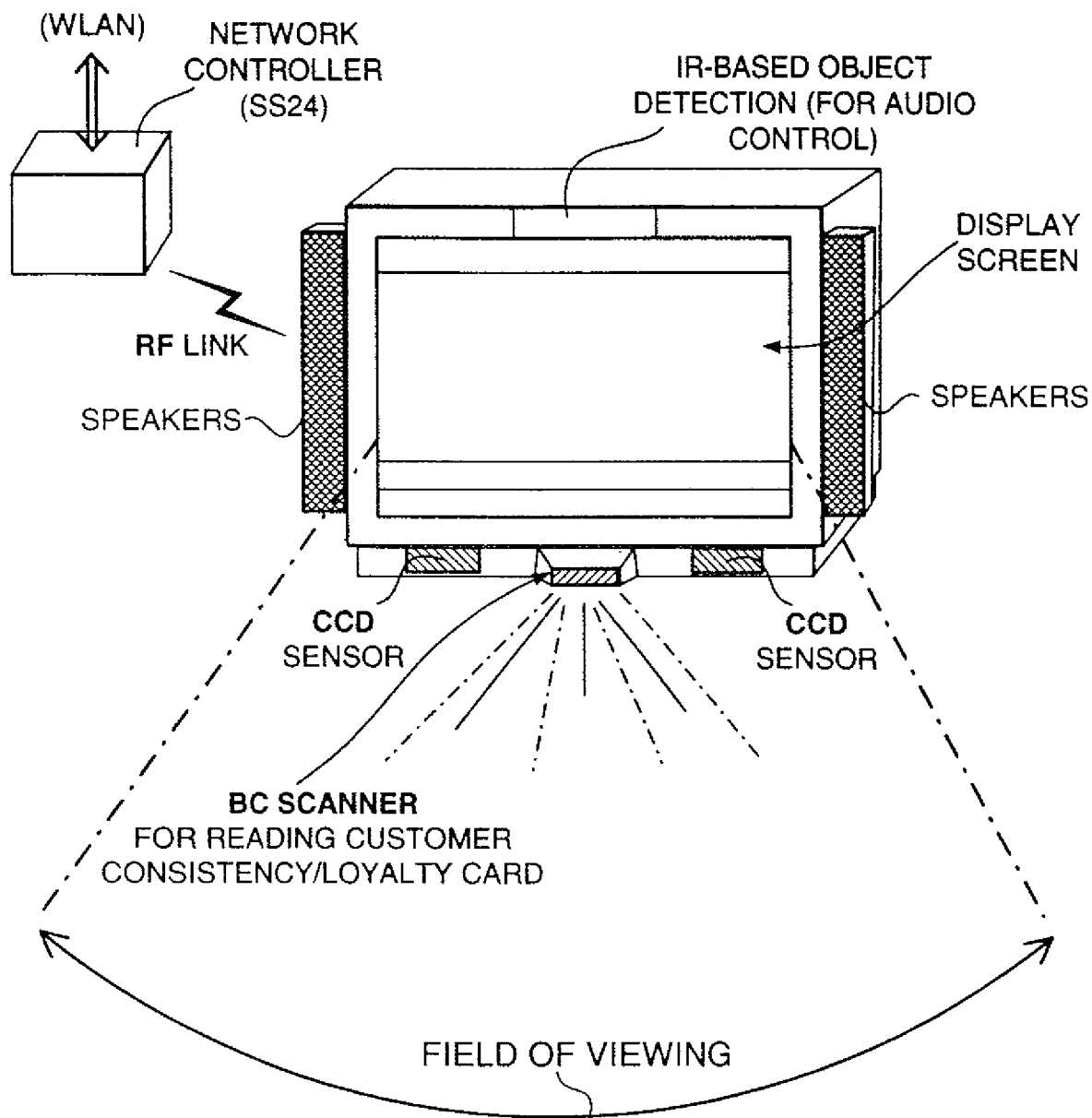


FIG. 2E5

**FEATURES:**

- EYE TRAINING AND ACCOUNTING SUBSYSTEM
- TRACKS DETECTED EYEBALL

FIG. 3A19C

3A18B

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Amended

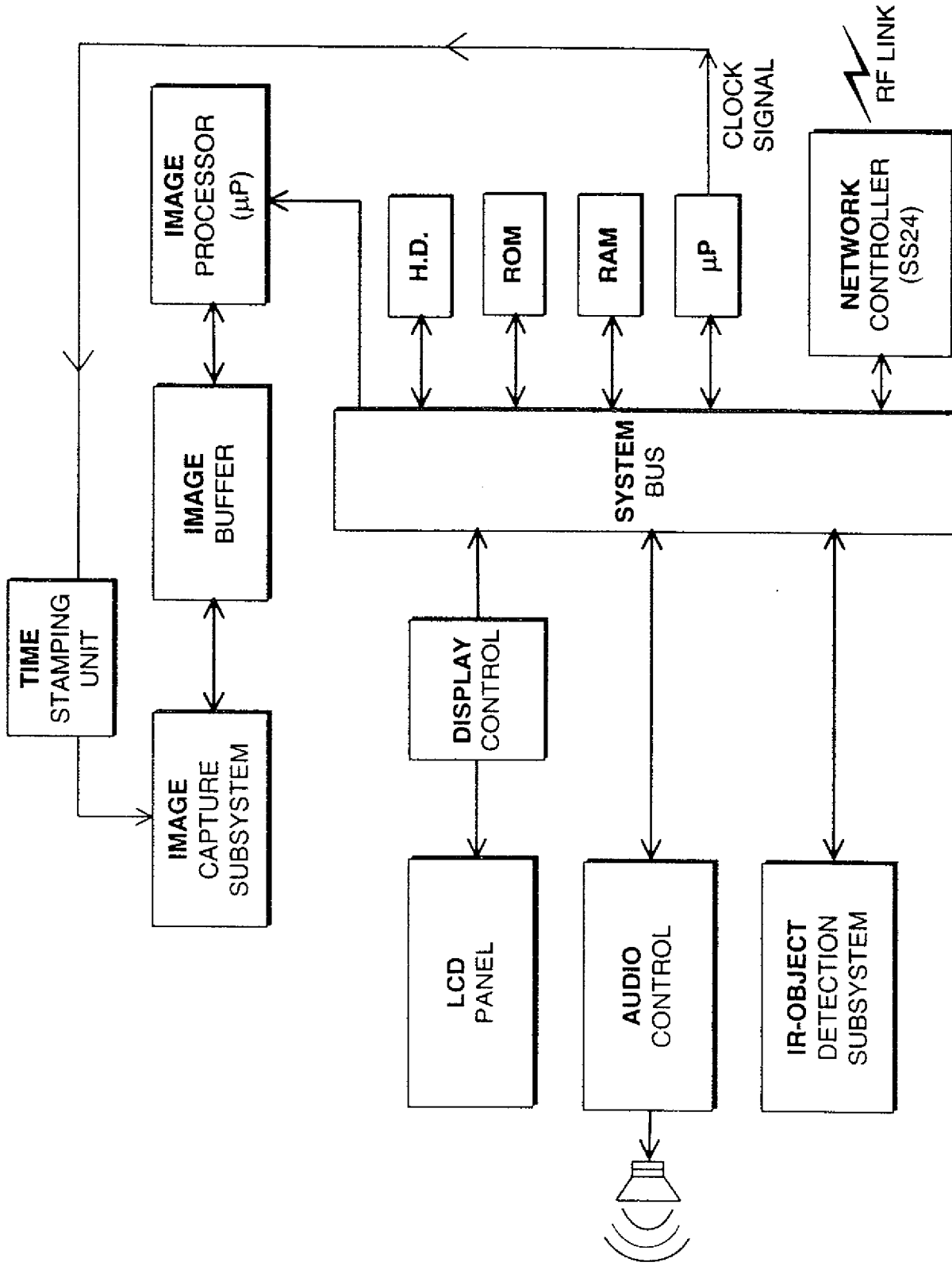


FIG. 3A19D
3A18C

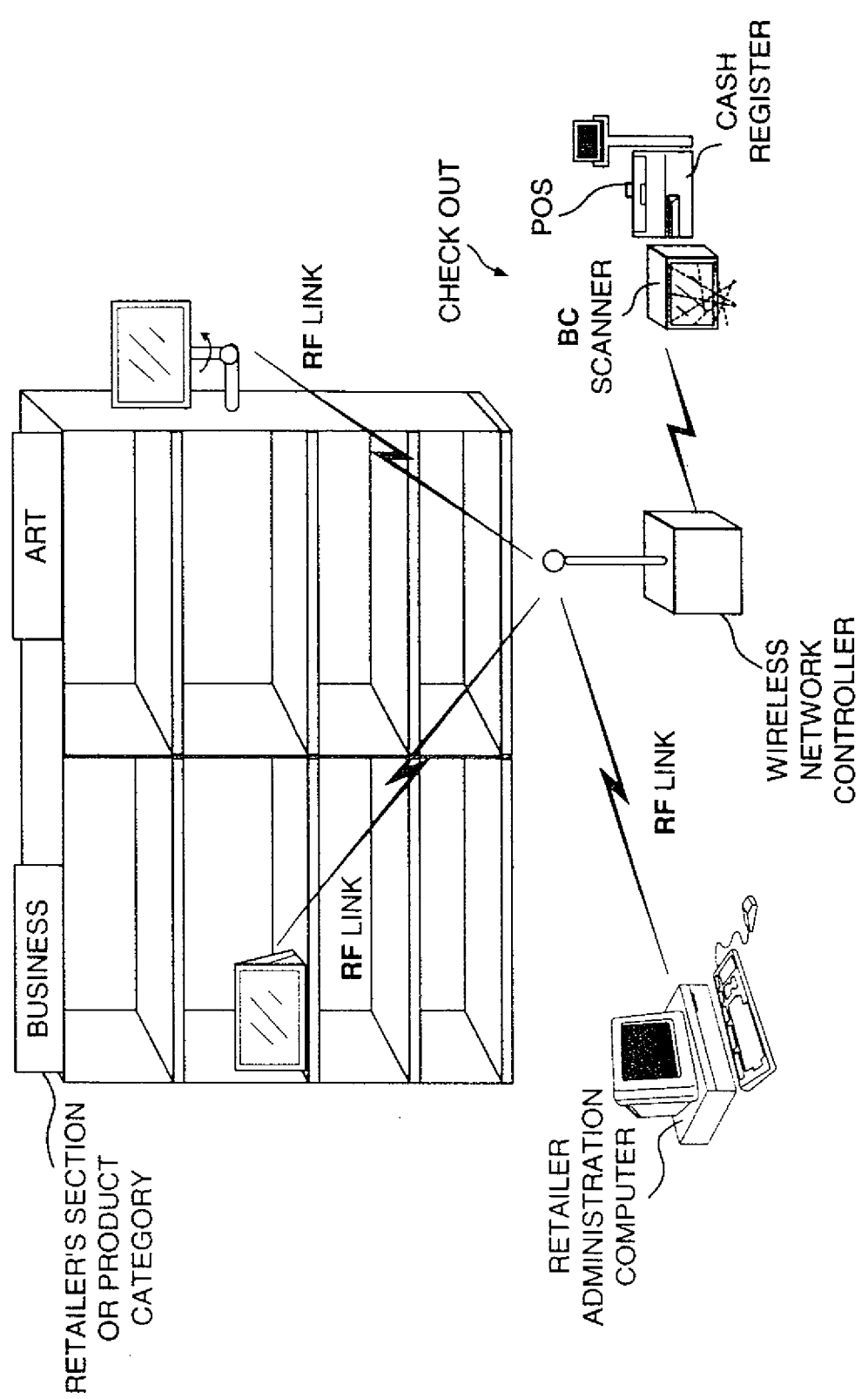


FIG. 3A20-
3A19

DISPLAY FRAME FOR DISPLAYING THE RETAILER'S IDENTITY/IMAGE SELECTED BY RETAILER (URL-DF1)	
DISPLAY FRAME FOR DISPLAYING A PRODUCT ADVERTISEMENT CREATED BY MANUFACTURER AND/OR AGENT THEREOF (URL-DF2), AND SELECTED BY RETAILER	
DISPLAY FRAME FOR DISPLAYING A PROMOTIONAL MESSAGE ABOUT THE ADVERTISED PRODUCT, SELECTED BY RETAILER (URL-DF3)	
DISPLAY FRAME FOR DISPLAYING THE LOCATION OF THE ADVERTISED PRODUCT IN THE RETAIL STORE OR IN THE RETAILER'S ELECTRONIC STORE, SELECTED BY RETAILER (URL-DF4)	

FIG. 3A21A

3A20A

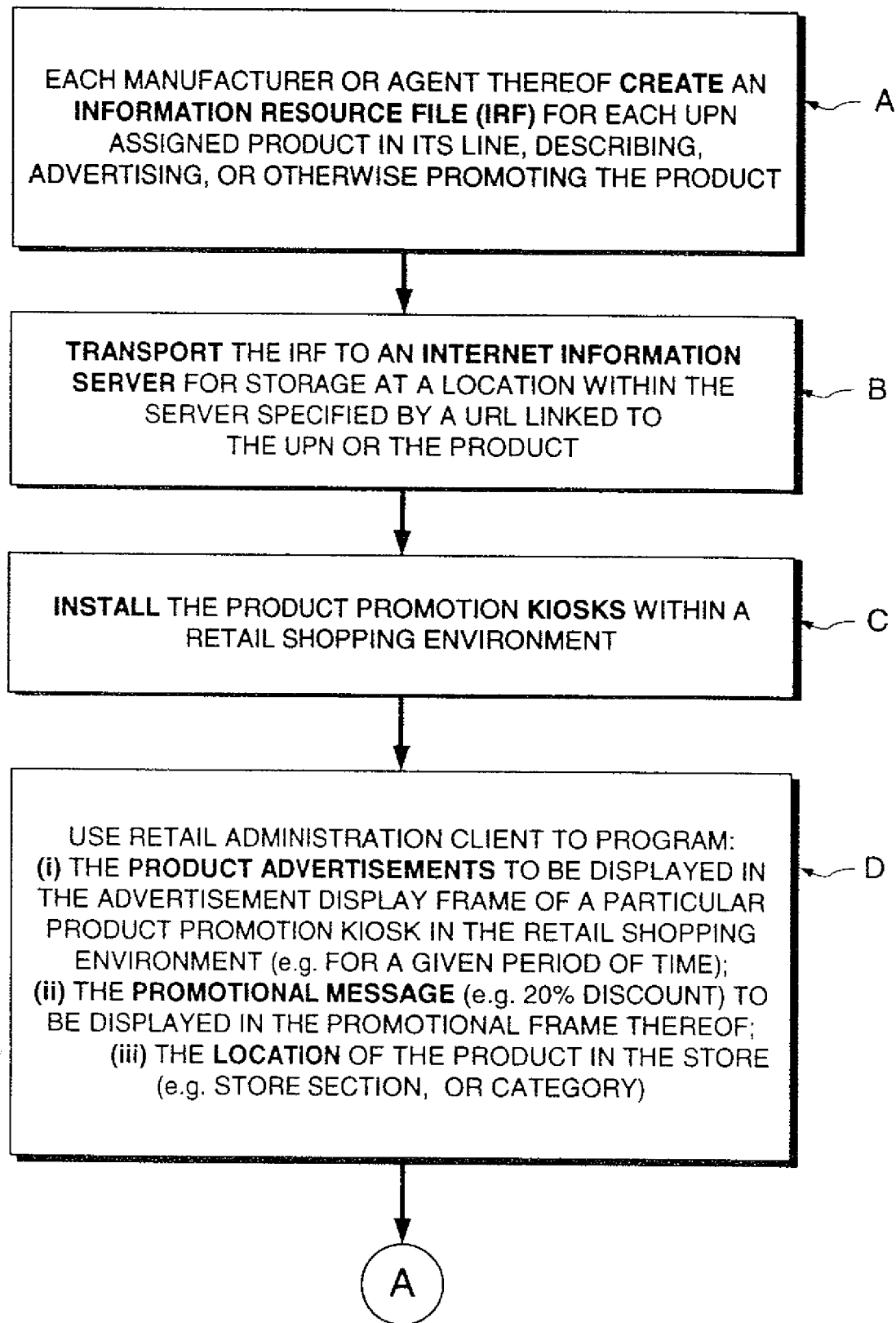


FIG. 3A22A-
3A21A

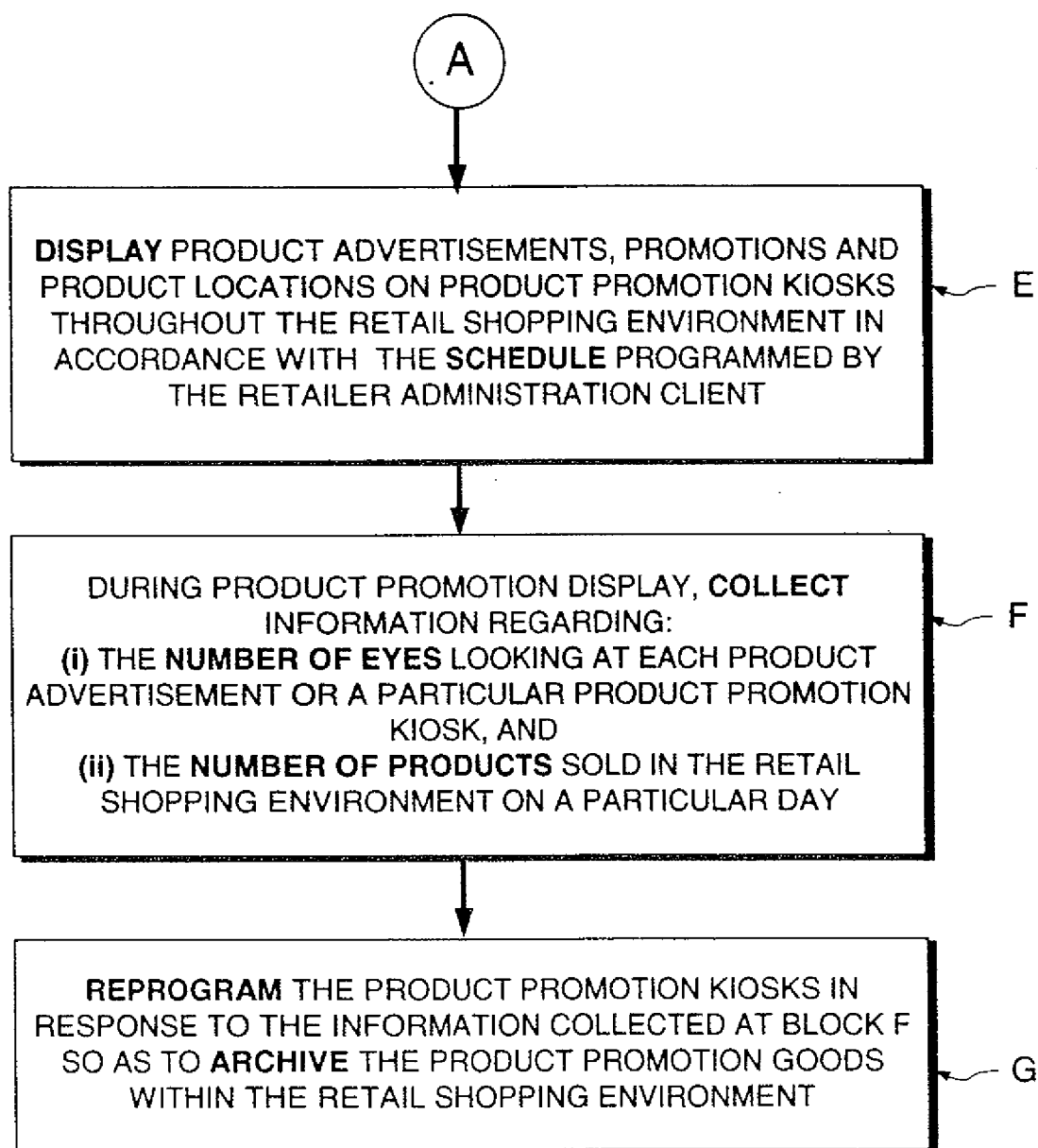


FIG. 3A22B

3A21B

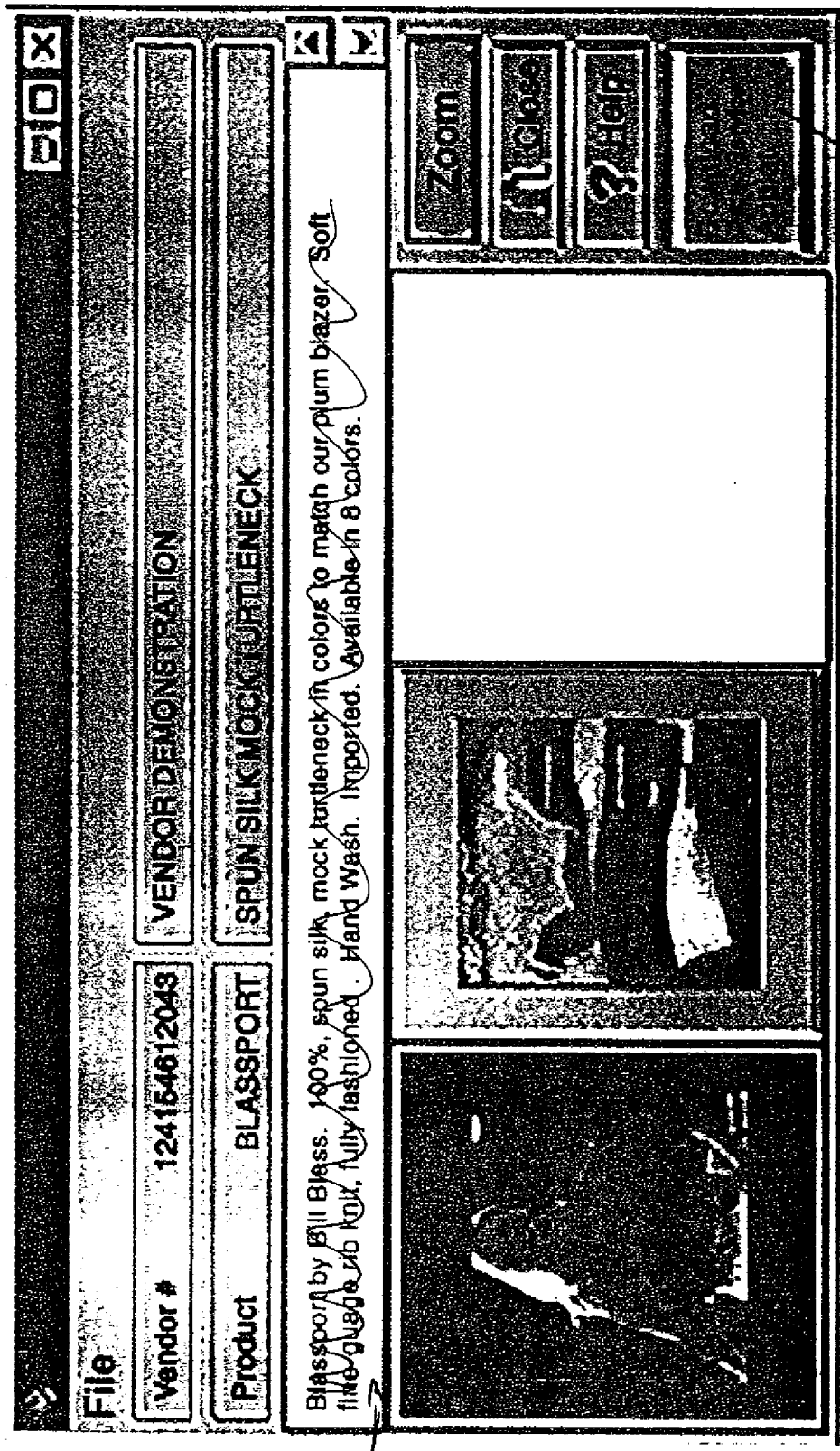
UPN (PRODUCT)	TIME/DATE	EYE COUNTS	URL/AD	# OF UPN SOLD ON SAME DATE	# OF UPN SOLD ON 2ND DATE	# OF UPN SOLD ON 3RD DATE	# OF UPN SOLD ON 4TH DATE

REPORT

FIG. 3A24
3A23

UPC No.	Trademark	Manufacturer No.	Download
0000000000	Power Mac Computer	0000000000	Click here to Download
111111111111	Sony	1111111111111111	
2222222222	J. Crew	2222222222222222	

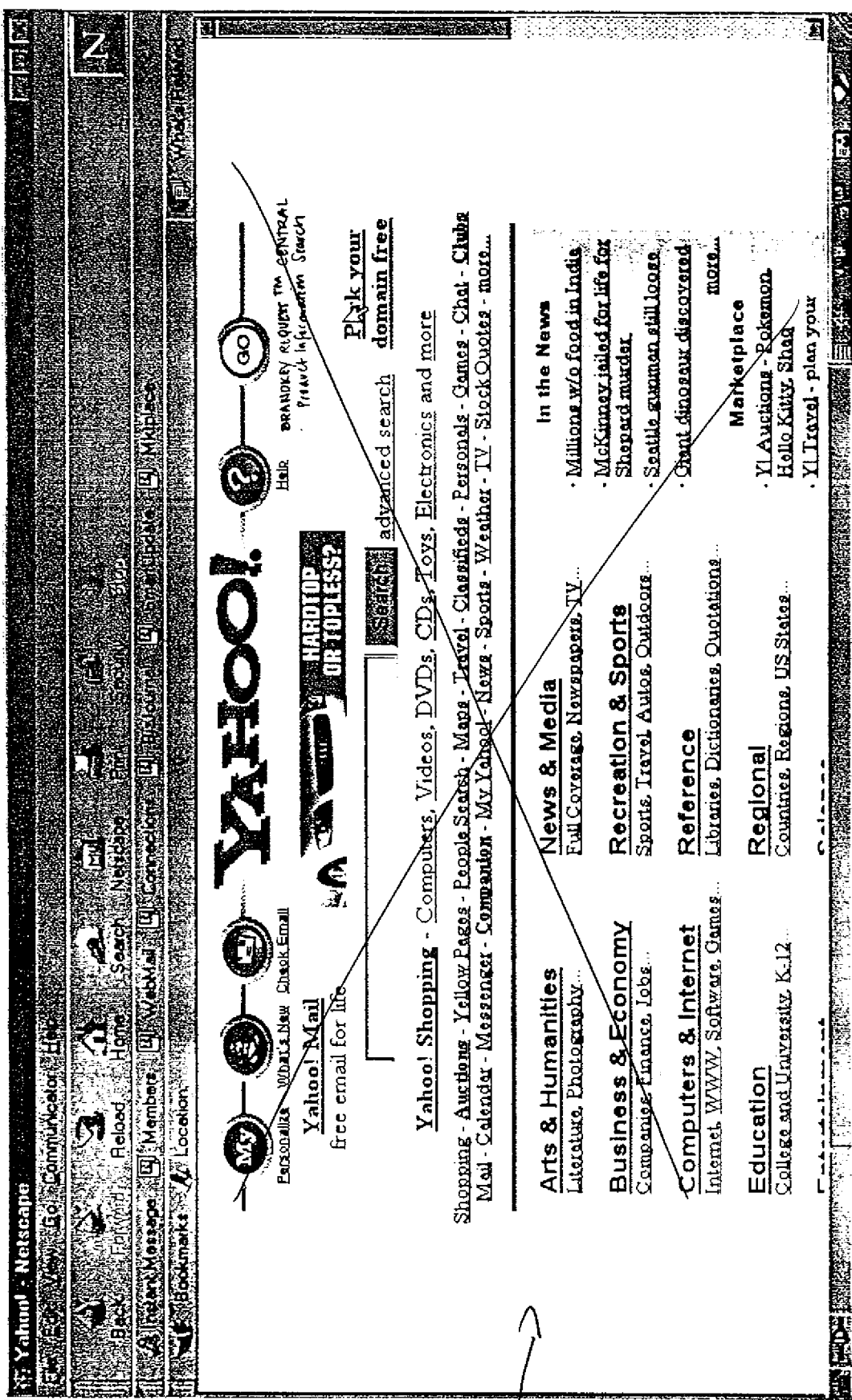
FIG. 4M1



100

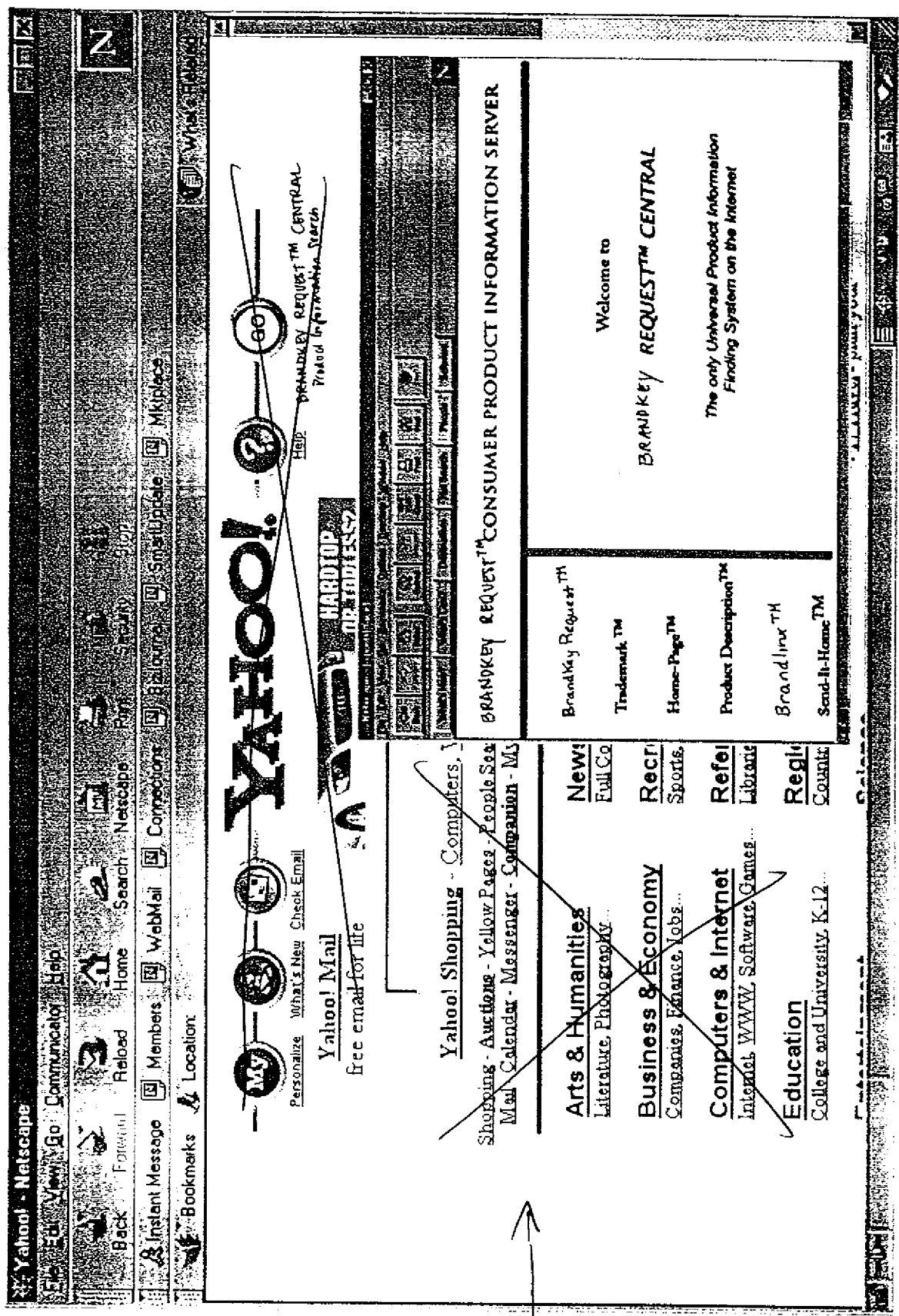
FIG. 4M2

Detailed
Product
Description



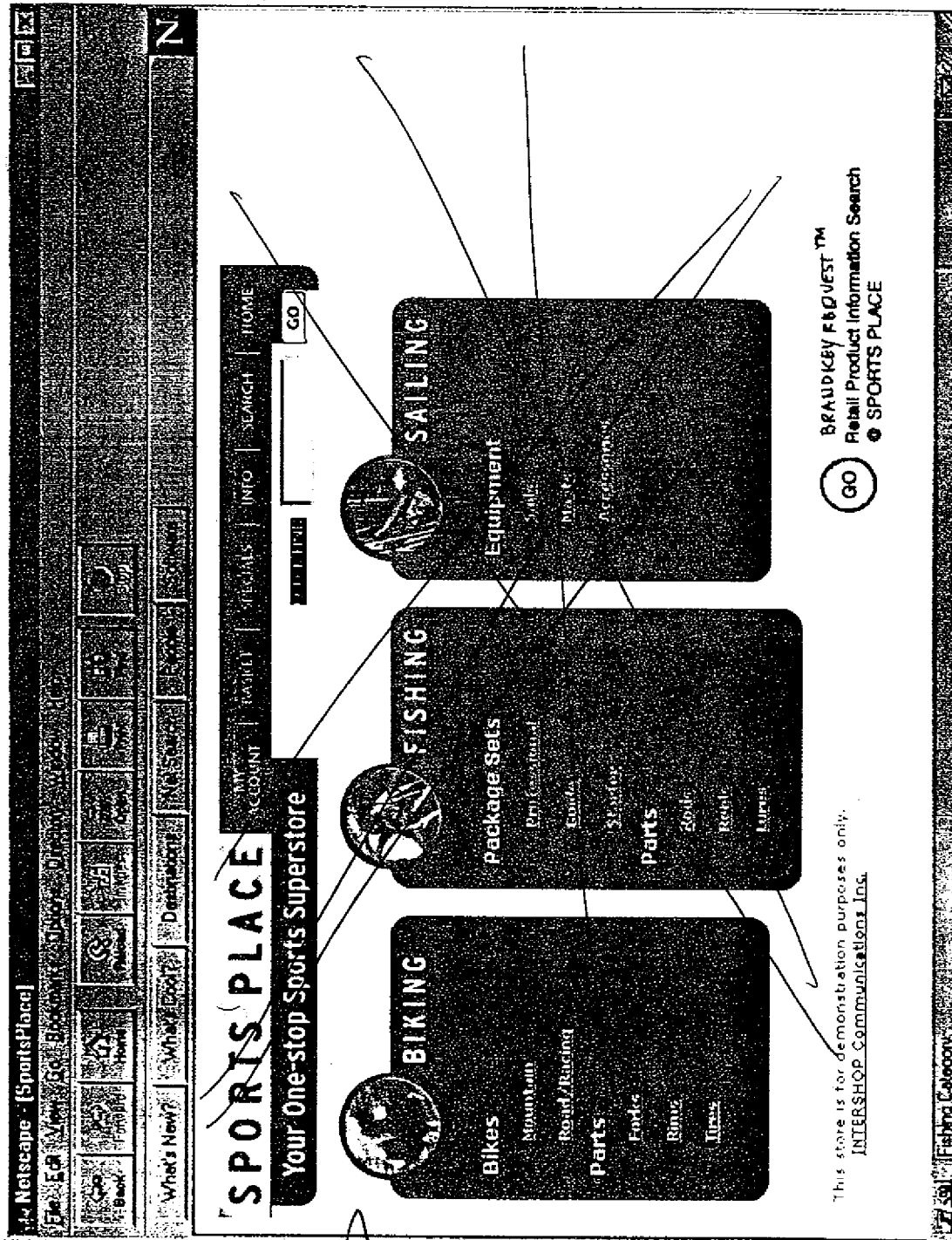
Web Page
content
displays
here

FIG. 4N1



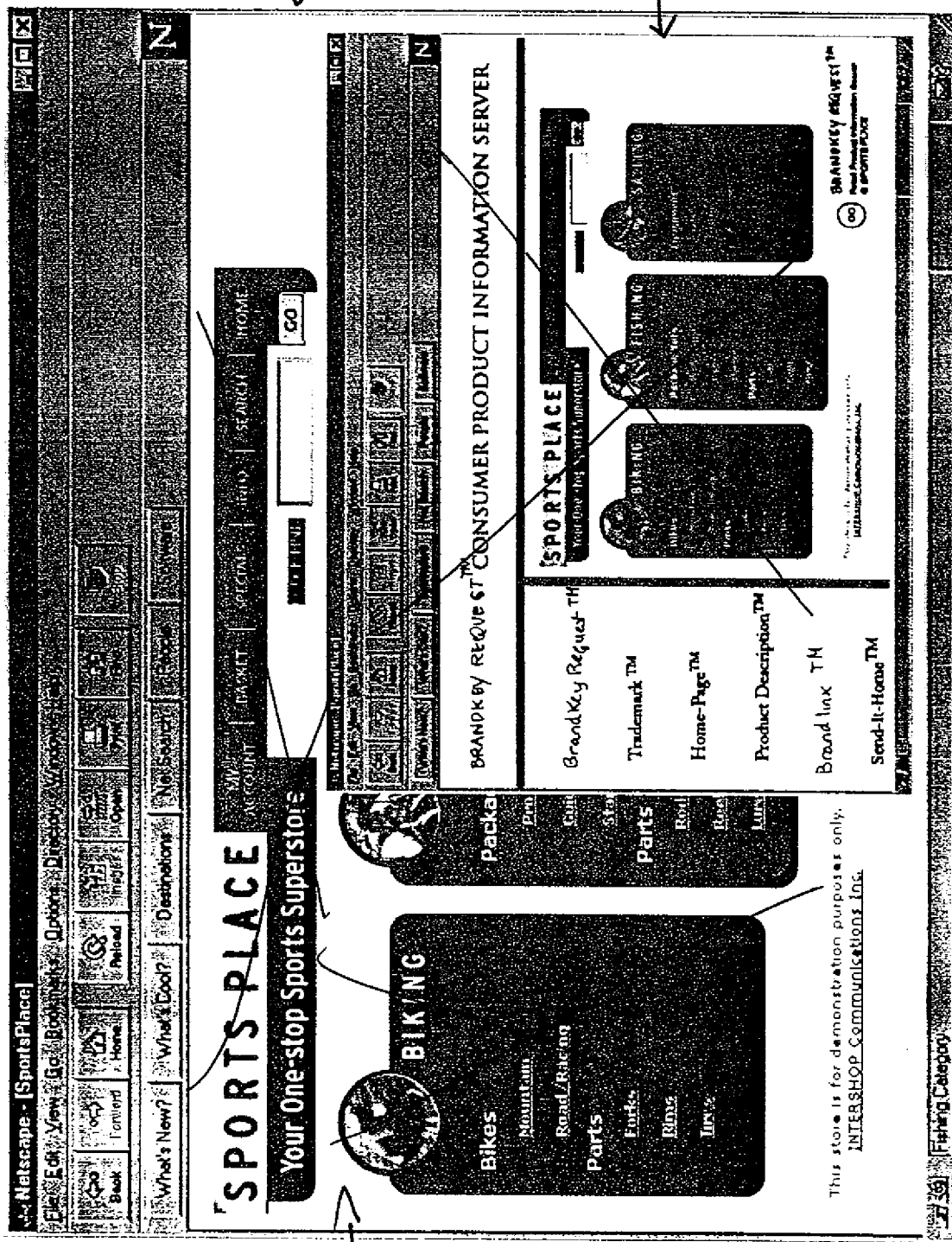
Web Page
Content
Displays
Here

FIG. 4N2



E-Commerce
Store Web Page
Content Displays
Here

FIG. 401



Web
Browser

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Web Browser
Pop-Up

Announced

E-Commerce Store
Web Page Content
Displays Here

FIG. 402

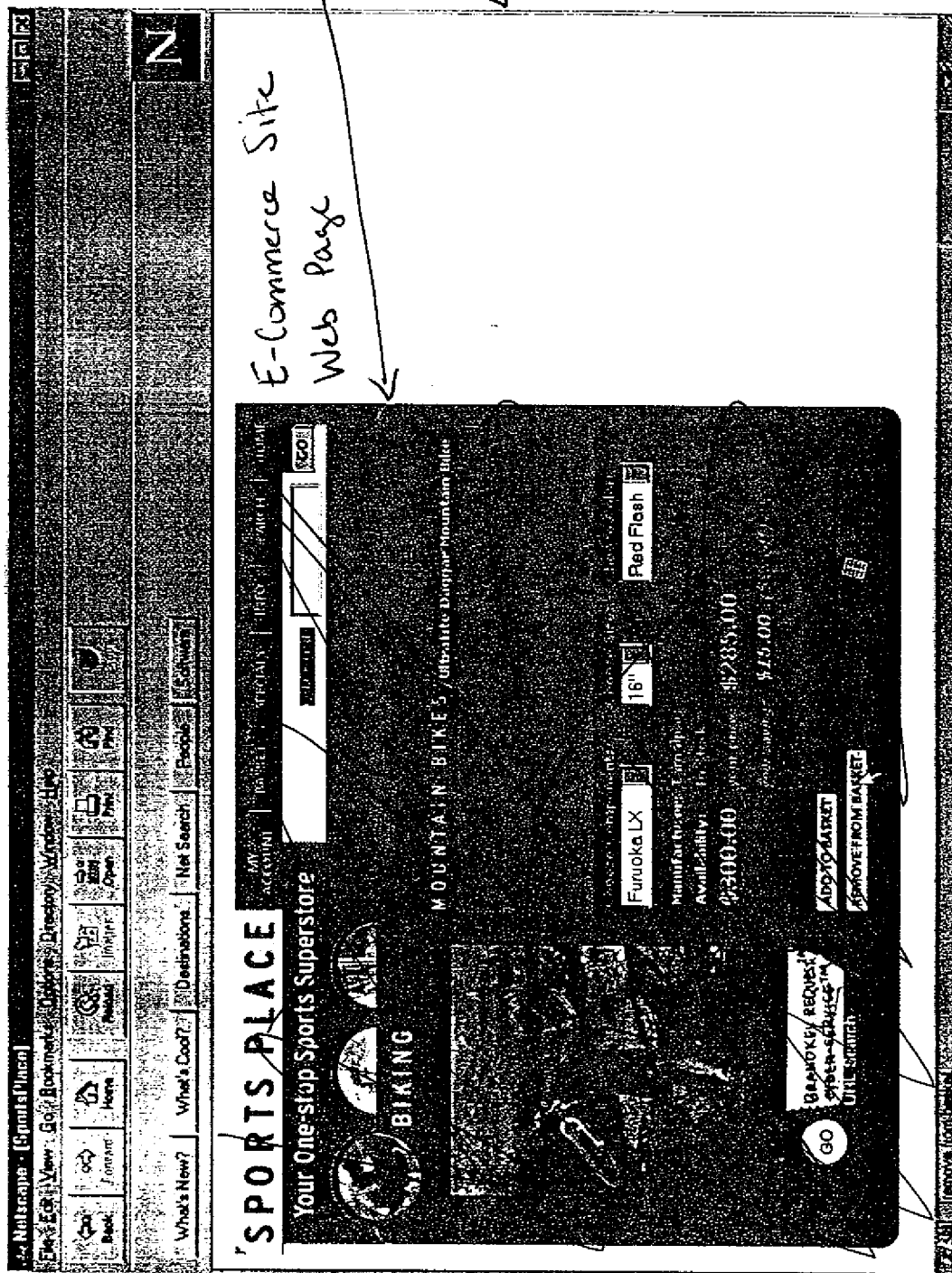


FIG. 4P1

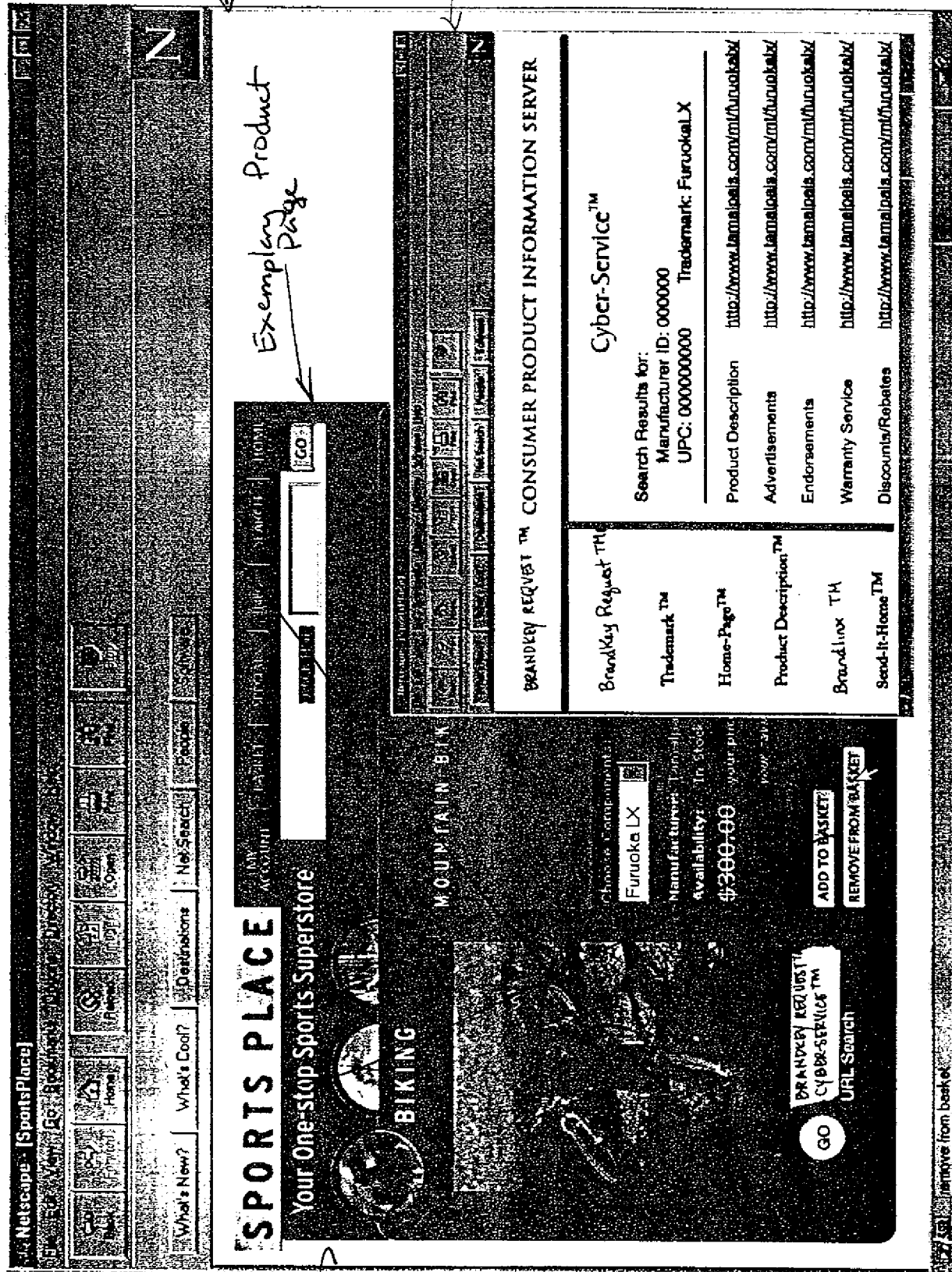


FIG. 4P2

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Printed: 8/1/97

Web Page
or E-Commerce
Store

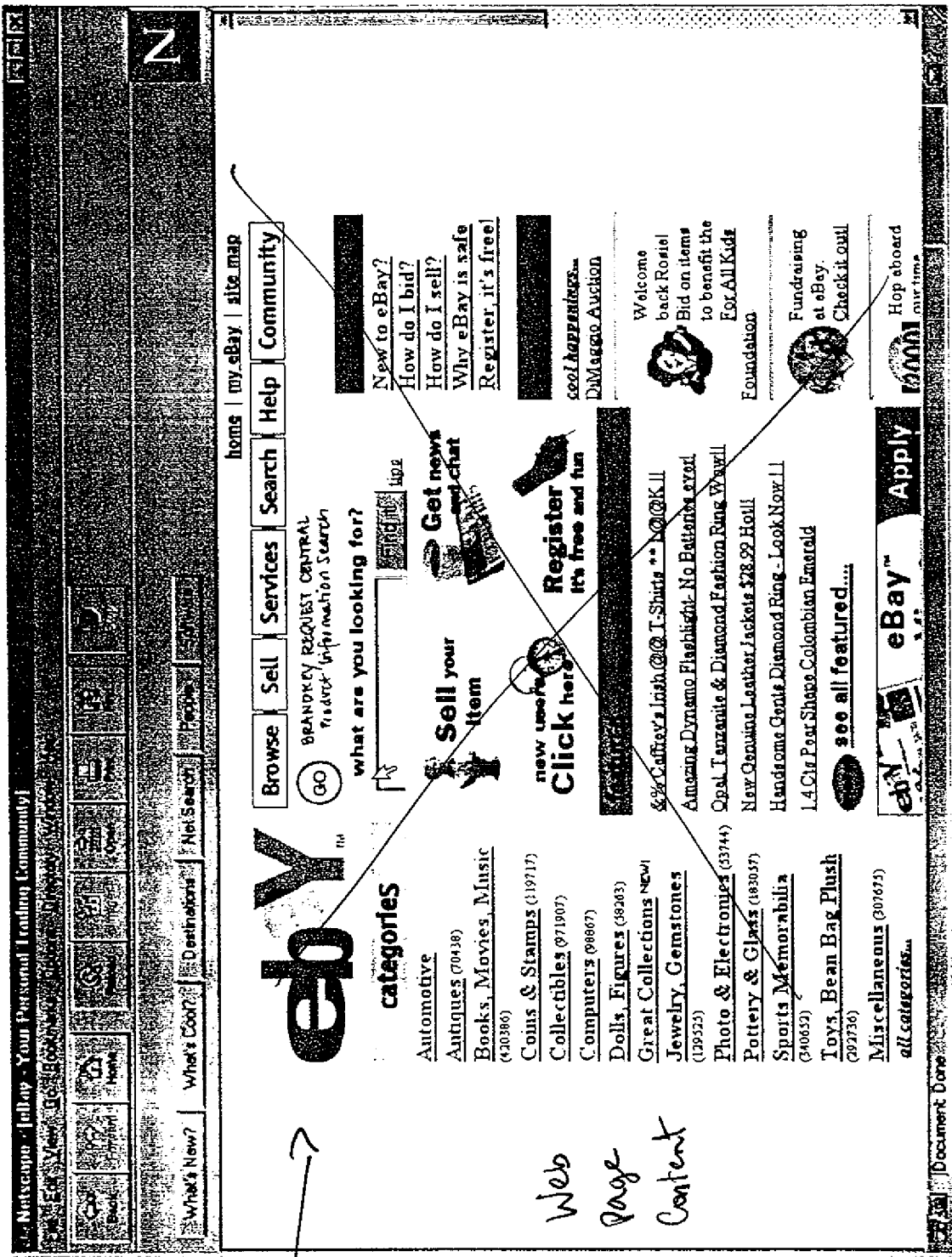
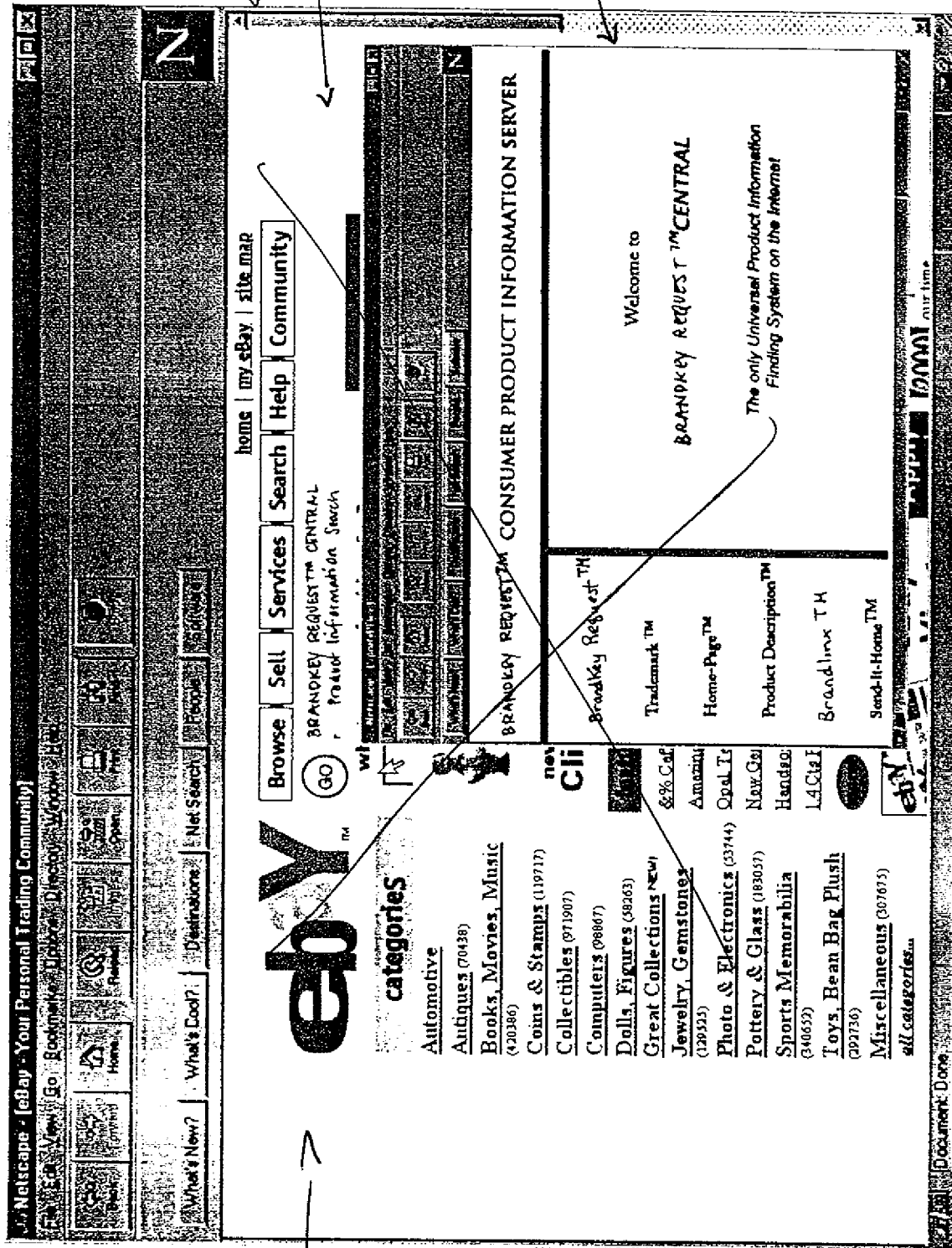


FIG. 4Q1



Web Page
For E-Commerce
Store

Web Browser
Exemplary Product
Page

Pop-Up
Web Page

FIG. 4Q2

[What's New?](#) | [What's Cool?](#) | [Discussions](#) | [Net Search](#) | [People](#) | [Home](#) | [Faves](#) | [Links](#) | [Help](#) | [Site Map](#)

[Browse](#) | [Sell](#) | [Services](#) | [Search](#) | [Help](#) | [Community](#)

[Item view](#) | [GO](#) | [BRAND NEW REQUEST](#) | [Cyber Service](#) | [URL Search](#)

eb **Y**

[Incredible Sony Mavica MVC-FD81 - 1024x768](#)

Computers Digital Cameras

Currently	\$420.50 (reserve met)	First bid	\$2.00
Quantity	1	# of bids	12 (bid history) (with email)
Time left	4 days, 7 hours +	Location	Milpitas, CA
Started	10/31/99, 21:29:10 PST		
Ends	11/07/99, 21:29:10 PST		
Seller	ins47 (10) ☆		
High bid			
Payment			
Shipping			

alt: [alt: tees](#)
 Money Order/Cashiers Checks, Personal Checks. See item description for payment methods accepted.
 Seller might ship to home country only. See item description for details. See item description for shipping charges.

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollar (\$) unless otherwise noted.

Description

Document Done

-Commerce
 ite
 Web Page

Web Browser

Exemplary Product Page

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Web Page Content

FIG. 4R1

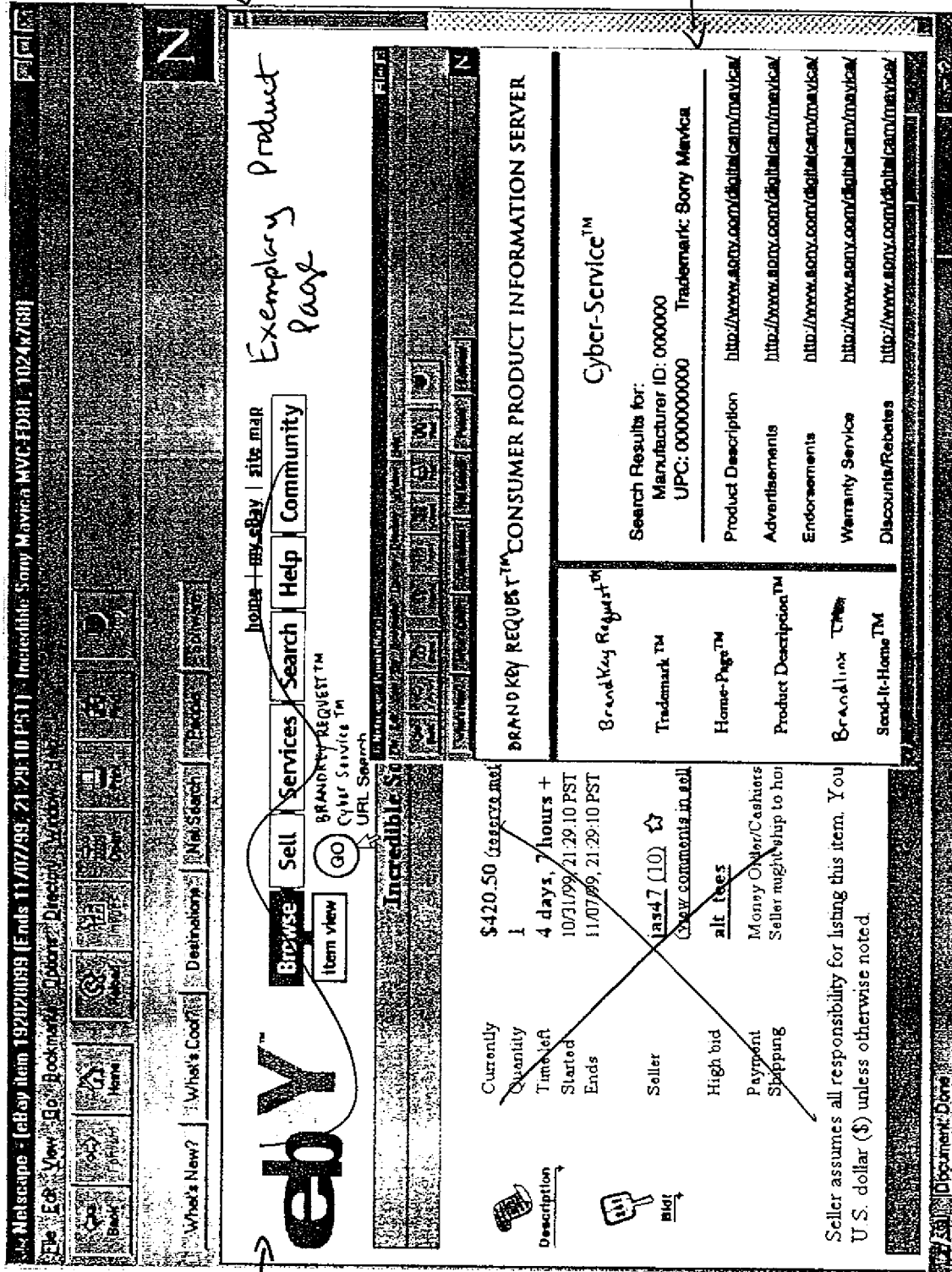
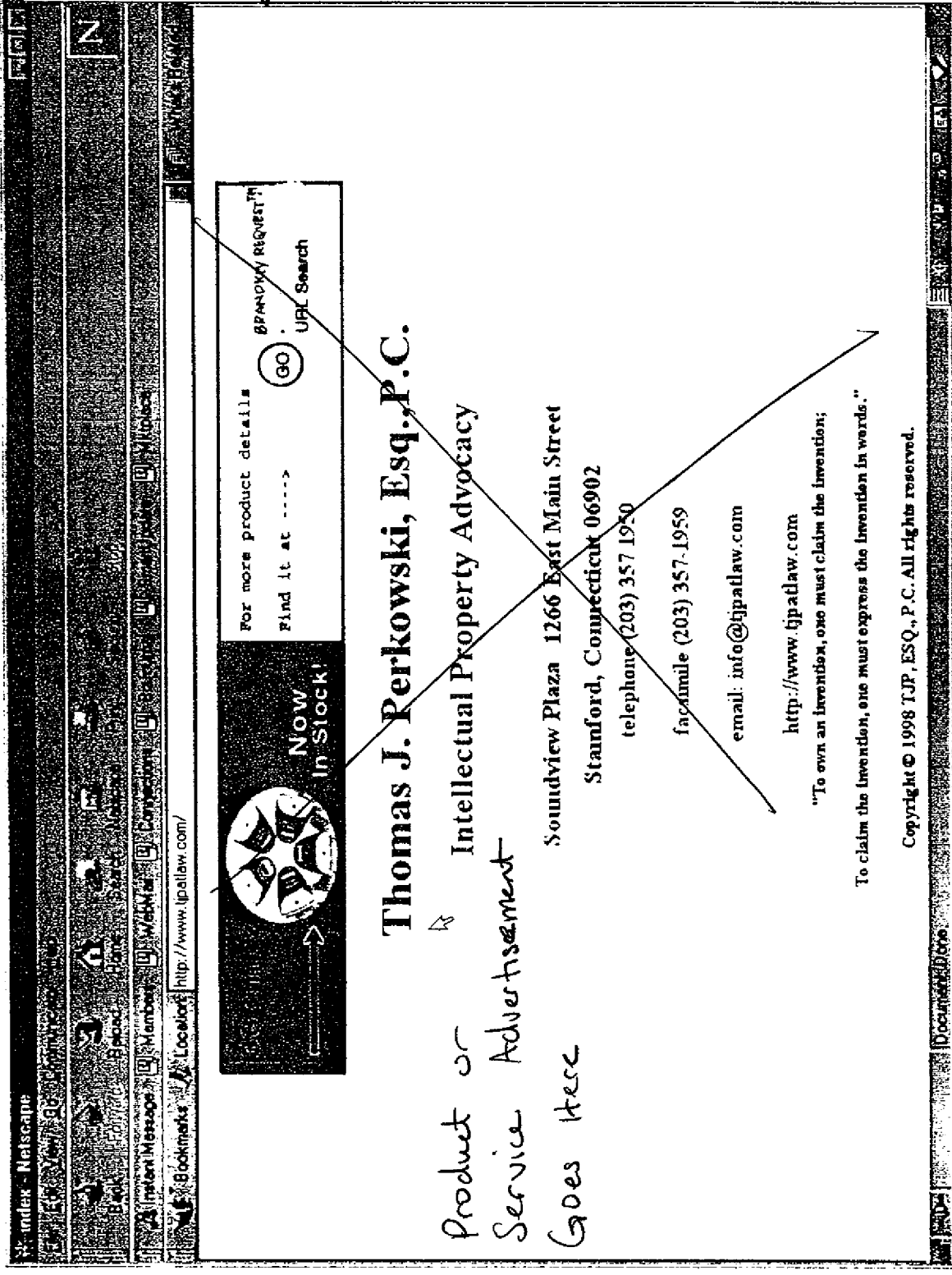


FIG. 4R2

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Web
Browser



Product or
Service Advertisement
Goes Here

FIG. 4S1

Web
Browser

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MacMall-The Mall with it all! - Netscape

File Edit View Go Communications Help

Back Forward Reload Home Search Netscape

Internet Message Members WebMail Connections Mailbox Site Update Mobile

Bookmarks Location

MacMall

BUSINESS HOME/OFFICE

EDUCATION GOVERNMENT ELECTRONICS CLEARANCE

UP to \$250 Cash Back!
or 100% off a DVD Player

BRANDKEY REQUEST™

GO

URL: Search

Welcome to MacMall

Click here for top-selling Mac Software.

Search Products Shop by Brand

(800) 328-2700

E-Mail Advantage Subscribe & Save

SONY

Your e-mail

Sign me up!

Systems

- Desktop & Towers
- Notebooks
- Server
- Handhelds

Hardware

- Accessories
- Books & Video
- Cables & Wiring
- CD & DVD
- Communications
- Controller Cards

Fast, easy Internet access

- iMac has been resculpted so it's smaller, sleeker and more transparent
- Plug-and-play digital video (DV models only)

All-new recipe.

All-new ingredients.

- 350- or 400MHz PowerPC G3 processor
- ATI RAGE 128 VR 2D/3D accelerated graphics
- 64MB or 128MB of SDRAM; supports up to 512MB

Home Shipping Cart Order Status Catalog Request

MacMall

Document Home

FIG. 4S3

Product Search
Page

E-commerce
store

Web Browser

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Company
Stock
Search Page

Stocks & Options - Netscape

Back Forward Home Search

Internet Messages WebMail

Bookmarks

http://www.etrade.com/cgi-bin/gx.cgi/AppLogic-ResearchStock

E-TRADE

Home Portfolios Markets Quotes & Research Trading Account Services Gift Guide

QUOTES GO SITE MAP HELP LOGIN

November 22, 1999 9:28 AM EST

Symbols or Names: PG View Quote GO

Quote Style: Summary Detail (GO) Real Time (GO) After Hours

PROCTER & GAMBLE CO (PG) November 19, 1999 4:29 PM EST
Trading Time: N.Y.S.E.

Trade Quote News Chart Profile Bid/Ask/High/Low/Close/Technical Options

Price	110 1/2	Change	0 (0)	Discuss	Set Alert
Bid	108	Ask	112		
Bid Size	100	Ask Size	100		
Volume	0	Tick			
Day range	108 1/4 - 110 1/16	Open	109 5/16		
EPS	2.59	P/E	42.66		
52wk HI	109 13/16 (11/17/1999)	52wk Lo	82 (1/26/1989)		

Small: 1 day 5 day 3 mo. 1 yr.
Large: 1 day 5 day 3 mo. 1 yr.

GO BRANDKEY REQUESTTM
Trademark-Directed
URL Search

Open an Account
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IPOs
Mutual Funds
Bonds
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After Hours Trading
Professional Edge
Knowledge Center

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© 1999 E-TRADE

Document Done

Online Stock
Trading Site

FIG. 4T1

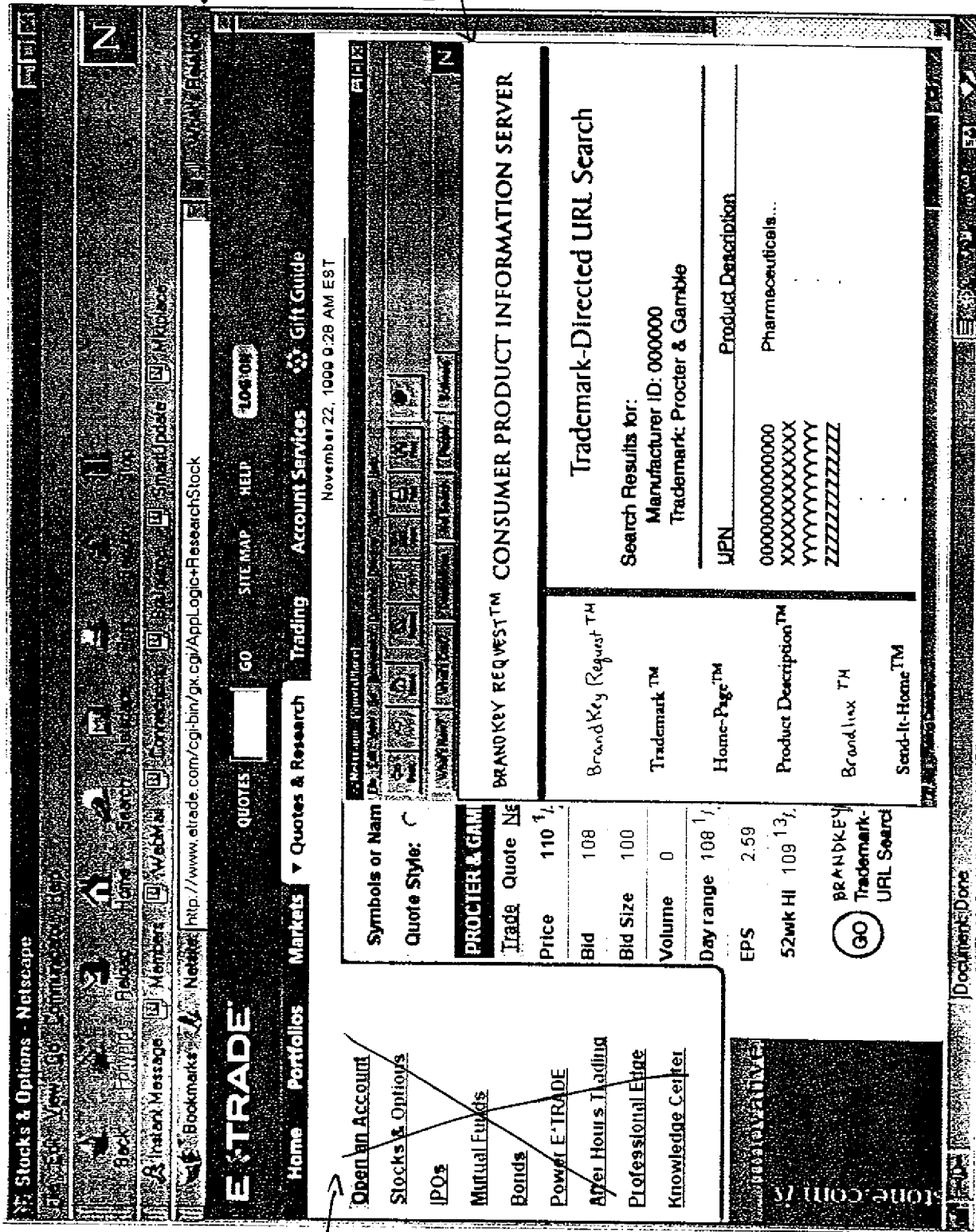


FIG. 4T2

The BrandKey™ System Architecture (2)

BrandKey Create™, BrandKey Display™, BrandKey Promote™ and BrandKey Request™ Subsystems (501, 502, 503, 504)

